

MATTHEW Y. HONG

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EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

B.S. In Business Administration, B.A. In Economics | Cumulative GPA: 3.7 / 4.0

Minor In Entrepreneurship And Technology

Relevant Coursework: Game Theory (Econ 110), Econometrics (Econ 140), Economic Research (Econ 191),
Linear Algebra (Math 54), Corporate Finance (UGBA 131), Tech Entrepreneurship (IEOR 191)
Python (CS 61A), Data Structures and Java (CS 61B), JavaScript and Web Design (CS 98)

BERKELEY, CA

2013 – 2017

PROFESSIONAL EXPERIENCE

SALESFORCE

ASSOCIATE PRODUCT MARKETING MANAGER INTERN

- ❖ Collaborate across teams to drive the adoption of Service Cloud both internally and externally
- ❖ Assist in the product launch of Field Service Lightning through internal enablement, data analysis, customer interviews, campaigns, A/B testing, events and content creation

SAN FRANCISCO, CA

MAY 2016 – PRESENT

MIXATHON48

CO-FOUNDER, INTERNAL DIRECTOR

- ❖ Ensure the organization's workflow is operating as efficiently as possible
- ❖ Manage finances and secure funding through non-profit grant proposals and donations
- ❖ Lead all IT efforts internally, as well as analyze user traffic to plan marketing strategies

BERKELEY, CA

JUL 2015 - PRESENT

SPRINKLR

CLIENT SUCCESS MANAGEMENT INTERN

- ❖ Ensure client services and satisfaction are optimized on a case-by-case basis
- ❖ Maintain and manage customer relationships to ensure client happiness and increase upsell and renewal opportunities

SAN FRANCISCO, CA

JAN 2016 – MAY 2016

EXTRACURRICULAR ACTIVITIES

CULT CLASSIC RECORDS

SIGNED MUSICIAN | MARKETING SPECIALIST

LONDON, UK

JAN 2015 – PRESENT

UNDERGRADUATE ECONOMICS ASSOCIATION

PUBLICITY AND MARKETING DIRECTOR

BERKELEY, CA

MAY 2015 – MAY 2016

ROTARACT INTERNATIONAL

DISTRICT 5160 MARKETING DIRECTOR

BERKELEY, CA

JUN 2014 – JUN 2016

THE DAILY CALIFORNIAN

ARTS AND ENTERTAINMENT REPORTER

BERKELEY, CA

JAN 2014 – JAN 2016

ADDITIONAL SKILLS

- ❖ Working knowledge in Chinese, conversational knowledge in Spanish, basic knowledge in Japanese
- ❖ Excellence in Python, LaTeX, JavaScript, HTML, CSS, STATA, Excel, Powerpoint, Keynote
- ❖ Experience with Hubspot, Salesforce CRM, Photoshop, Illustrator, SQL, Java
- ❖ Passion for arts and entertainment: actor, choral member, composer, DJ, musician, and rapper